



The United Farmer

Volume 9

No. 8

October, 1971

Published 10 times yearly by the
Information Service Division of
United Farmers of Alberta Co-
operative Limited.

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Calgary 21, Alberta

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*Member of the Canadian Industrial
Editors' Association and the Alberta
Farm Writers Association*

United Farmers Farm Supply Centres:

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Red Deer 5440 - 45th Street
Lethbridge 3131 - 2nd Avenue N.
Grimshaw Camrose Hanna
Stettler Westlock Provost
Vulcan Vermilion Falher
Grande Prairie

If you don't do it, it won't get done.

GIVE THE UNITED WAY



Despite Canada's tremendous social and material progress we recognize that sickness, despair, and loneliness, those old and bitter companions are still with us. Despite our advances there is plenty of evidence to show that the behaviour of society is not improving. To the old question "who is my neighbour" more and more people say "I don't know". More and more say "I don't care".

But provision for our neighbour, and the less fortunate of our neighbours, must go on unceasingly; to the great discredit of all of us, ours is still a world of need, of suffering and despair.

Work in the name of charity and social justice is never finished. We must all look to the unending task of helping our fellow man, and we can do this best through our finest instrument of charity — the United Appeal. We can do what we can, in this community at least, to bring the dream of social justice a little closer to reality. We must face facts — if we don't do it, it won't get done.

U.F.A. NEWSMAKERS

During the long, hot summer, many people associated with U.F.A. hit the news. The next few pages feature some of our own newsmakers.



FARM AWARD WINNING FAMILY

Clockwise: Norman, Bill, Earl and Martha Runte.

William Runte is one of the respected, veteran members of United Farmers of Alberta. He served as a director of our Organization from 1940 to 1944; as a delegate from 1952 to 1953; and has held his present position as a delegate from the Wetaskiwin area since 1964.

Since his youth, Mr. Runte has been an active participant in farm organizations, particularly in 4H and in 1934, he won a gold medal in the public speaking aspect of 4H training. Mr. Runte was instrumental in organizing the Wetaskiwin 4H Beef Club and served on the committee until 1953. He was also a Director of the Wetaskiwin

Agricultural Society from 1946 to 1959.

Bill's wife, Martha, is active in farm women's groups, especially the women of Unifarm and the co-op Guild. She has also earned the healthy respect of her family for her unique talents in carpentry work.

Some years ago, Mr. Runte mentioned that attending meetings and working with young people, were his hobbies. When the Hillside 4H Beef Club was organized in 1966, Bill Runte was instrumental in its formation and in giving the club leadership and guidance. His two fine sons, Earl 21, and Norman 16, have fol-



Martha Runte and the decorative cake she baked especially for the Hillside 4H Beef Club.



Mr. Runte congratulating Colleen Mair, the runner-up in the Public Speaking contest.



l to r—Gordon Gimble, U.F.A., Petroleum Marketing Supervisor, Norman Runte, Earl Rasmuson, Colleen Mair, Al Richardson, C.I.S.



Bill Runte, in his position as U.F.A. Delegate, presents the 1971 Public Speaking Award of the Hillside 4H Beef Club to his son, Norman.

farm award winning family

lowed in their dad's footsteps and on two occasions have won public speaking competitions.

Bill and Martha Runte are long time residents of the Hillside District and owners of Centralta Farms, north west of Wetaskiwin. Cattle and sheep are the main products and Mr. Runte has achieved recognition throughout Western Canada for his polled Dorset sheep and polled Short-horn cattle.

Earl helps his father in raising the stock. He has also taken several short courses in the winter months, including an A1 course in mechanics. Norman is planning to go to University after he completes his Grade 12 studies.

Some time ago the Hillside 4H Club held their public speaking contest. The audience also participated by placing topics for impromptu speeches in a container. After the contestants completed their speeches, the judges retired to select winners. While they were gone, the 4H-ers and members of the audience gave their opinions of the contestants. To everyone's surprise the 4H'ers, the audience and the judges had arrived at the same conclusions. This particular contest was hosted by the Unifarm Local, and Martha Runte baked a cake with the Unifarm emblem in the centre and 4H emblem on the outside.

On the 4H Achievement Day, Hillside won the trophy for the best three calves. The judges commented that when it came to "attending to business and working together" the Hillsideers could not be beat.

On windup night, trophies were presented to various club members. Five candles were lit in honour of Hillside's 5th Anniversary. The candles re-lit themselves everytime that they were blown out — representative of the belief that the many good things the members learned from their club could not be erased.

Norman Runte was pleased that the trophy he received was donated by U.F.A. Earl received one for Showmanship from Albert Grant, U.F.A. Agent in Millet, and Norman receiver the U.F.A. Wetaskiwin Co-op Refinery Limited trophy.

The many deserved recognitions that the Runte family has received were recently climaxed by the family receiving the Farm Family Award, representing the Wetaskiwin area. They were the guests of the Edmonton Exhibition Association during the Klondike Days and many special activities including a luncheon with Premier Strom and Lieut. Governor Grant McEwan were enjoyed by the Runtens.

Bill Runte's firm conviction, and one he has expounded for many years, "any group that stands together and tends to business cannot be beaten", is certainly exemplified by his fine family and by the organizations he is associated with.

Congratulations Bill and Martha, Earl and Norman Runte, on winning the Family Farm Award and on the culmination of another successful year for the 4H Hillside Beef Club.

'71 PERFECT BABY

and U.F.A.'s youngest agent



That is the title acquired at the recent 49th Annual Aberdeen picnic, by Miss Shelagh Maureen McWade, ten months old daughter of Bob and Donna McWade.

As the Innisfail Province noted in a news brief on the story, "even as the 1971 Champion was getting her picture taken, she was making the Victory Sign".

Shelagh has another title, unofficial, but also unchallenged, as U.F.A.'s youngest agent. Her pretty mother, Donna, is Bob's very efficient assistant at the Petroleum Agency in Innisfail and the newest member of the McWades is not left out in this family business.

Donna takes Shelagh to the Agency and she isn't a bit shy. In fact, Shelagh extends a welcome to old and potential customers to come in and visit her at the U.F.A. Petroleum Agency in Innisfail (and maybe she'll make the Victory Sign for you).

petroleum division new organizational structure

In 1935, one million gallons of Maple Leaf Petroleum products were marketed by U.F.A.

In 1970, over sixty five million gallons were marketed and it is estimated that U.F.A. supplies 23% of the farm market in Alberta.

The efficient co-ordination of 141 petroleum agencies located throughout Alberta, stems from the Calgary Head Office. Manager of the Petroleum Division of United Farmers of Alberta is Lawrence Proudfoot, who joined U.F.A. in 1947 and was appointed manager of the Petroleum Division in 1964.

Mr. Proudfoot recently announced a new organizational structure in the division. It includes a new concept of region responsibility, and re-alignment of territories. The Province will be divided into two regions, north and south. The number of territories is reduced to eight from the present nine. Mr. W. C. Margach and Mr. K. G. Chisholm are respectively promoted to the newly created positions of Regional Managers for Southern and Northern Alberta. Mr. G. B. McKay, formerly Marketing Supervisor in the Peace River area, is promoted to Marketing Co-ordinator and will be located at the Head Office in Calgary.

This re-organization will provide a more efficient operation resulting in improved performance. The Region Managers will have full responsibility and accountability for their region, and in their new management roles will work effectively as a team with marketing supervisors and agents.



LAWRENCE PROUDFOOT
Manager,
Petroleum Division

A native Albertan, Mr. Proudfoot was born at Lacombe. In his youth he was active in farm organizations and served as Junior F.U.A. president in 1946 and 1947.

In 1947, Lawrence Proudfoot joined U.F.A.'s Education Division. In 1950 he transferred to the Petroleum Division and was area supervisor in Calgary from 1950 to 1953, and in Grande Prairie from 1954 to 1958. He returned to Calgary to assume duties at the Head Office and was appointed Sales Manager in 1964 and Petroleum Division Manager in 1965. Under his managerial guidance, the Division has shown a strong growth.

Mr. Proudfoot is a graduate of Marketing Management and Executive Development, and Advanced Management Courses from the Banff School of Fine Arts.

He and his wife Betty have two children, Sylvia and Garry. Mr. Proudfoot has served in an executive position on the School Association and is presently on the Stewards of the United Church.



Mr. W. C. (BILL) MARGACH
Southern Region Manager
Petroleum Division

A native Cagliarian, Mr. Margach served in the Canadian Army for six years. Upon his return in 1945 he joined Maple Leaf Petroleum, which was a subsidiary of Imperial Oil. At that time, United Farmers of Alberta was the Maple Leaf Agent in Alberta.

Mr Margach started as a stock clerk and his co-workers were Ed Hutchison, now Petroleum Accounting Supervisor, and Gordon Brazeau, Edmonton Warehouse Supervisor.

In 1948, Mr. Margach was appointed area supervisor. At that time there were 33 agents in the territory.

In 1958, Mr. Margach was promoted to the Head Office staff, and has worked closely with Mr. Proudfoot and Mr. Chisholm. Mr. Margach has extended his practical experience with top level courses. Some of these are Advanced Management, Marketing Management and Executive Development, all from the Banff School of Fine Arts, and Financial Planning and Control from Western Co-operative College.

Bill and his wife Ella have four sons. Mr. Margach has been active in the Parkdale community and for hobbies enjoys sports — particularly hockey. His sons have all played on various hockey teams.



GORDON CHISHOLM
Region Manager,
Northern Alberta
Petroleum Division

A native of Cereal, Alberta, Mr. Chisholm was raised on the family farm. He joined U.F.A. in 1946 and in 1947 was transferred to Morrin and then to Acadia Valley as branch manager. In 1949, he was transferred to Three Hills. In 1956 Mr. Chisholm became a supervisor in the Petroleum Division in Calgary. In 1957 he was transferred to Lethbridge and then held positions in Grande Prairie and Red Deer. In 1964 he was promoted to senior superintendent in Calgary. Mr. Chisholm once noted that he eagerly accepted his transfers as new challenges, and found that the diversity of his experiences were rewarding.

Mr. Chisholm has taken many related courses — Leadership Training, Executive Development, both at the Banff School of Fine Arts, and Marketing Management and Business Administration courses at Mount Royal College.

He and his wife Dorothy have two sons, Bob and Don. Mr. Chisholm is a member of the Committee of Stewards of the Northminster United Church.

Mr. Chisholm recently received his 25 year Service Award from United Farmers of Alberta.



GERRY D. McKAY
Marketing Co-ordinator
Petroleum Division

Gerry McKay was recently appointed Marketing Co-ordinator of the Petroleum Division. Prior to this promotion, Gerry was Petroleum Marketing Supervisor in the Peace River area.

He was born in Kimberly, B.C., where he attended Jaffrey Elementary, Waldo Junior High and Selkirk Senior High. He also took one year of college, majoring in Business Administration.

Mr. McKay joined U.F.A. in 1964. He has taken many courses, among them Accounting (general and corporate), Business Machines, Business Management, Co-operative Information, Modern Salesmanship and Supervisory Management.

Gerry is married and has three children, Paul — 5; Jason — 3; and Barbra — 9 months.

For hobbies Gerry enjoys sports, particularly hockey and football, music and comedy. In fact, Gerry's humorous skits have won him fame and acclaim.

Gerry's former experience, his continuing academic self-improvement and his thorough field experience as a marketing supervisor will certainly provide him with an excellent background for his new, responsible position in U.F.A.'s Petroleum Division.

new agent



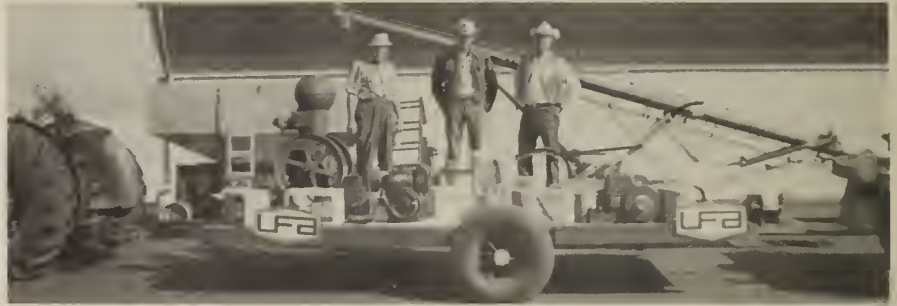
Herbert N. Kary,
U.F.A. Agent,
Coronation, Alberta

U.F.A.'s new agent at Coronation, Alberta, is a native of Hem-aruka, Alberta. He was raised on the family farm and worked on farms until 1965. Mr. Kary is a journeyman carpenter. He is president of the local curling club and a volunteer fireman with the Coronation fire brigade.

For hobbies, Mr. Kary enjoys wood-working and gardening.

A hearty welcome to Herb Kary as the new U.F.A. agent at Coronation. We wish him every success in his new venture.

STETTTLER COUNTY FAIR



l. to r. Doug Kruger, Salesman; Mahlon Jackson, Head Warehouseman; Jim Davis, Manager. (all from the Stettler Farm Supply Centre.)



l. to r. The two Rons, Kruger and Hennel — Ron Kruger, Engineer; Ron Hennel, helper.



l. to r. Don Hennel, U.F.A. Agent at Stettler, and Ron Hennel, driver.

Mr. Herb Kruger, U.F.A. Delegate for the Stettler area sent in pictures and a write up on the Stettler County Fair. Mr Kruger wrote that his son Ronald entered two floats of antique engines,

On the Farm Supply Float, three motors were featured:—

- a Lister made in England in 1912 — 4 H.P.
- a Fairbanks Morse — year 1930 — 2½ H.P.
- and ● a Left Furrow Walking Plow — year 1908

On the Petroleum Division Float there were:—

- a T. Eaton Engine — Year 1922 — 1½ H.P.
- a Cockshutt Engine — Year 1923 — 1½ H.P.
- and ● two John Deere Engines — Year 1918 — 1½ H.P.

These engines were all in running condition along the parade route, and proved an interesting attraction.

On the Farm Supply Float, there were also Koehler engines, U.F.A. batteries and U.F.A. Baler Twine. On the Petroleum Float there were also featured U.F.A. oils and greases.

Mr. Kruger noted: "All in all we had many good comments and people sure thought it was a good advertisement for the U.F.A."

AT GOLDEYE LAKE

Mr. Roy Getson, U.F.A. Delegate from the Drayton-Edson area, recently sent in a letter he received from Miss Virginia Pejs of Wildwood, Alberta.

"Last August, I was sponsored by Gilbert Getson, Petroleum Agent for U.F.A. at Wildwood, to a Youth Seminar at Goldeye Lake Camp for a week.

It consisted of approximately eighty teen-agers from ages sixteen to twenty, and along with a wide range of activities and beautiful scenery, proved to be an interesting and worthwhile week, and so I would like to thank Gilbert Getson for sponsoring me. I certainly hope that he and others like him, will continue providing young people with the opportunity to participate in such a worthwhile and valuable experience.

Yours truly,
Virginia Pejs."

1 Virginia Pejs, Wildwood, Alberta

2 l. to r. Karen Breitzkreitz, Barrhead; Valerie German, Picardville.

3 l. to r. Arelletta Stocking, Barrhead; Steve Henderson, Administrative Staff; Iris Trigg, Program Staff; holding the fish above Steve's head — Lloyd Clark, Pibroch.

4 l. to r. Lloyd Clark, Pibroch; Rodger Pohl, Program Staff; Guy Potvin, Picardville.

5 l. to r. Guy Potvin, Picardville; Wendy Boon, R.R.1, Westlock; Lloyd Clark, Pibroch.

6 Joan Chaba, Waskatenau.



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Service Awards



25 Years —
Bill McCartney, General Manager of U.F.A. presents Gordon Chisholm, Region Manager, Northern Alberta of the Petroleum Division, with his 25 Year Service Award.



10 Years —
Nat Zimmer
Comptometer Operator



5 Years —
Cliff Pilkey
Manager
Information Service Division

OYEN

Bill Martin, U.F.A.'s dynamic agent at Oyen, Alberta, his wife Julie and their son Nelson, were all active participants in the Oyen Parade and the Oyen Fair.

Bill had his truck attractively decorated and Nelson also decorated his three wheeler and wagon.



Bill Martin welcomes Gerry Senger. Information Service Division.



Following in his dad's footsteps, Nelson Martin.



Julie and Bill Martin manning the U.F.A. booth at the Oyen Fair.



In The Parade
U.F.A. Agent, Bill Martin

FARM EQUIPMENT LUBRICATION

More questions and Answers on your questions regarding petroleum products.

Question

How is a multi-viscosity or multi-grade oil different from a regular or single grade?

Answer

A multi-graded oil is one which meets an SAE viscosity requirement at both 0° and 210° F. It does not thin out as much when heated or thicken up as much when cooled, as a single grade. Thus, a multi-graded oil stretches the usable temperature range. It provides easier cold - weather starting, quicker, more efficient lubrication, reduced engine wear, and better fuel economy.

Question

My operator's manual does not show that multi-graded oils, such as SAE 10W-30 can be used in the engine. Can I use them?

Answer

A multi-graded oil can be used instead of similar quality, single SAE grades. The SAE 10W-30 motor oil, for instance, can be used in those cases where the recommended oil is an SAE 10W, SAE 20, SAE 20W or SAE 30 — in other words, for the grades indicated and all those in between. Consult your owner's manual and unless the manufacturer has specifically recommended against the use of multi-graded oils, they may be substituted for single graded oils.

Question

What types of additives are used in good engine oils?

Answer

Oxidation inhibitor
Detergent-dispersant
Corrosion inhibitor
Rust inhibitor
Anti-foam agent
Anti-wear agent
Viscosity Index improver
Pour point depressant

Question

Should I use a non-detergent oil in my new engine or a newly overhauled engine as a break-in oil?

Answer

No. The use of straight mineral (non-detergent) oils for break-in of new or newly rebuilt engines is an obsolete, dangerous practice in modern engines. Engine manufacturers now use the same oils for factory fill as recommended for continued use during the lifetime of the engine. Consult operator's manual for the quality level.

Question

How often should I change motor oil in my tractor?

Answer

If your tractor is in A-1 mechanical condition, operating on the recommended type motor oil, and under normal operating conditions, follow instructions in the owner's manual. If any of the conditions vary greatly, the drain period should be reduced accordingly.

Question

Does oil actually wear out?

Answer

Yes. As the additives in the oil become used up and the contaminants increase, the oil reaches a point where it is no longer able to do a satisfactory job. The functions of an engine lubricating oil are to lubricate, cool, seal and clean. When an oil loses its ability to perform any of these functions, the oil is worn out. Oil should be drained and discarded before it reaches this condition. Engines will run better — longer when the oil is changed on a regular basis.

Question

Concerning the packaged preparations that are for sale to the public, I have been told that they will improve my motor oil and extend the life of my engine. Is there any basis for this statement?

Answer

Such preparations as an additive to the crankcase are not generally recommended. There is even the possibility that use of such preparations would throw the chemical structure of the motor oil out of balance and in some instances actually prove detrimental to an engine. It is true that some of the preparations can partially restore the detergency action, the anti-foaming action, or possibly the corrosion inhibition of the oil. However, reasonable oil drain practices will accomplish this too. At the same time, such materials cannot re-

FARM EQUIPMENT LUBRICATION

move contaminants that are present in the crankcase oil. Then, too, the economics must be considered. In many instances it is less expensive and certainly safer to change oil than to add some of the many products that are available.

Question

How effective are oil filters, and how often should they be changed?

Answer

Oil filters should be serviced in accordance with instructions contained in the service manual. When properly serviced, they do an effective job of removing the larger solid particles contaminating the oil, thereby increasing engine life. Oil filters cannot, however, remove the need for changing the oil at regular intervals.

Question

What can cause one oil to become excessively thick as compared to another when both are used at the same operating temperature and loads?

Answer

Excessive thickening of lubricating oil in service is associated with the amount of contaminants it contains and how much the oil has oxidized. For example, solid contaminants such as finely dispersed carbon in diesel engine oils can cause severe thickening. The thickening of crankcase oil in service is generally associated with infrequent oil drain practices.

Question

Is the proper storage and handling of fuels and lubricants really as important as some oil company representatives indicate?

Answer

Yes! The source of many fuel and oil complaints is right at the storage tank or oil drum, after delivery has been made to the consumer. Great care should be taken to keep water and all other contaminants out of fuels and lubricants by keeping storage tanks filled to prevent moisture accumulation from condensation, and by keeping lubricant containers tightly closed when not in use. Safety must also be considered in handling light petroleum products, gasoline, diesel fuel and heating oil. Mishandling and carelessness in handling these products are fire and explosion hazards. Never allow gasoline to mix with other products because it is a most volatile material. Only a small quantity of gasoline in heating oil will lower the flash point and cause a serious safety hazard. Only a small quantity of gasoline in diesel fuel may damage an engine.

Question

What causes crankcase oils to thin out?

Answer

The most common cause of motor oil thinning out is an excessive amount of unburned fuel entering the crankcase. This can be a warning of a mechanical problem unrelated to the lubricant.

Question

What will happen if I change brands of motor oil in my tractor?

Answer

Changing brands is an acceptable practice as long as oil quality levels are considered carefully. Oil quality levels or specifications are determined by the Canadian Government, engine manufacturers, the U.S. Military, the American Petroleum Institute and the supplying oil company. The new classification system discussed earlier in this booklet will provide a reliable guide whenever you change brands.

Question

What makes hydraulic fluid foam?

Answer

Generally this is caused by contaminants, such as dirt or water. Also, a common cause is aeration, caused from an air leak into the hydraulic system.

Question

Will coolant leaks with permanent antifreeze damage my engine?

Answer

Yes. The main ingredient in most permanent antifreezes is ethylene glycol. When this material enters the crankcase through leaks caused by blown head gaskets, cracked blocks, or leaking cylinder liners, and mixes with the lubricating oil, it forms damaging deposits and may cause the engine to seize. Always correct coolant leaks at once, and DO NOT permit permanent antifreeze to become mixed with the lubricating oil.